

# DEPARTMENT OF VIRGINIA



## LEADERSHIP COLLEGE



**DOUBLE TREE BY HILTON HOTEL  
RICHMOND-MIDLOTHIAN  
RICHMOND, VIRGINIA**

**AUGUST 7 - 9, 2015**

# The Objective

To ensure attendees receive the mentoring and training necessary to return to their Posts, Units and Squadrons with the knowledge and enthusiasm to promote and develop American Legion Family Programs.

In 2015, we are organizing the Leadership College into tracks. We will have a track for the American Legion Auxiliary, a track for the Sons of the American Legion, a Program track for the basic/core Virginia American Legion programs, and a LEAD track incorporating the National American Legion Leadership, Education and Development (LEAD) program with instruction provided by members of the National American Legion staff and select Virginia Legionnaires. Attendees who complete 8 hours of the LEAD and/or Virginia Programs track will receive a pin from the National American Legion. Attendees who complete all tracks will receive a Virginia Leadership College diploma.

Our aim is to prepare attendees to easily answer questions about the American Legion Family and to have a good understanding of who is eligible, who we serve and why our organization exists.

## Who Should Attend

- All new members of the American Legion, American Legion Auxiliary, and Sons of the American Legion.
- All new Post/Unit/Squadron and District Officers and Committee Chairman.
- Any American Legion Family member interested in the current changes and updates in our programs.
- Any American Legion Family member who has never attended the Leadership College.

## Early Session

Come early and attend the updated American Legion Extension Institute (ALEI) class that will be presented by members of the National American Legion staff that begins at 1:00 pm on Friday, August 7, 2015. The ALEI will run until approximately 5:00 PM and attendees who complete the class will receive a diploma from the National American Legion.

## Opening Session

Opening session will begin at 7:00 pm on Friday, August 7, 2015.

# Agenda

The draft agenda is included in the registration package for your planning purposes. It will be finalized and made available at or before the Department Convention.

If you have additional questions, please contact John Kokernak at [jjkokernak@aol.com](mailto:jjkokernak@aol.com) or by mail at PO Box 400, Linden, VA., 22642.

# Department of Virginia Leadership College

Double Tree by Hilton Hotel Richmond-Midlothian, Richmond, VA.

August 7 - 9, 2015

## Registration Form

**One registration form per individual please.**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, and Zip Code: \_\_\_\_\_

Phone: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

Email Address: \_\_\_\_\_

Organization: Legion \_\_\_\_\_ Auxiliary \_\_\_\_\_ SAL \_\_\_\_\_ Post/Unit/Squadron Number: \_\_\_\_\_

## American Legion Extension Institute

(Will you be attending the ALEI session on Friday, August 7, 2015 from 1:00 – 5:00 PM?)

Program	Attending
American Legion Extension Institute	Yes/No

## Track

(Please select one that you will attend on Saturday, August 8, 2015. For Track details see Agenda)

Track	Attending
American Legion Auxiliary Programs	Yes/No
Sons of the American Legion Programs	Yes/No
National LEAD Program	Yes/No
Virginia American Legion Programs	Yes/No

## Registration Fee \$70.00

(includes Saturday breakfast and lunch, for this attendee only)

Registration fee (Check only) must be submitted with completed form. Make checks payable to THE AMERICAN LEGION, DEPARTMENT OF VIRGINIA. Registration Form and Fee must be received at Department Headquarters no later than **23 July 2015**.

**Registration Forms received after the 23 July 2015 will not receive meals on Saturday.**

Mail completed form and check to:

The American Legion  
Department of Virginia  
Attn: Leadership College  
1708 Commonwealth Ave.  
Richmond, VA 23230

### **Lodging**

Lodging will be at the Double Tree by Hilton Hotel Richmond - Midlothian, 1021 Koger Center Boulevard, Richmond, Virginia, 23235. Phone number for reservations is (800) 222-TREE (8374) or you may call the hotel directly at (804) 379-3800 Ext. 7131.

Each College attendee is responsible for making his/her own hotel reservations. **Hotel Reservations must be made no later than 23 July 2015**. When making your reservations, be sure to identify yourself as part of The American Legion Department of Virginia Group. The hotel rate is \$93.00 per night, single/double, per room, plus tax. (\$105.37 per night with tax).

All lodging reservations and special lodging requests must be arranged with the hotel by each attendee.



## The DoubleTree Richmond-Midlothian Host Hotel of the American Legion Leadership College 2015

We are excited to again be the host hotel for the attendees of the American Legion Leadership College and are pleased and extend special rates and services to you as you visit the Greater Richmond area.

Mention "American Legion, Department of Virginia" for the Legion Rate.

Event Dates: August 7-9, 2015

Location:

1021 Koger Center Boulevard  
Richmond, VA 23235

For Reservations  
Call Toll Free:  
1-888-222-TREE  
(8733)  
or  
Call hotel 804-379-  
3800 X 7131  
  
e-mail requests to:  
leah.cokes@hilton.com

Reservations need to be made by:  
July 23, 2015 - Meals cannot be guaranteed  
if registration applications are received  
after the deadline of July 23, 2015

Room Rate: \$93.00 + tax (13.3%) \$105.37  
Single/Double Occupancy

ADDITIONAL AMENITIES

- Complimentary USA TODAY (weekdays)
- Complimentary wired or wireless T-1 Lines in guest rooms

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From North

Take Exit 79 Chippenham Parkway. Follow 10 miles to (Route 60) Midlothian Turnpike West. 5 miles to Koger Center. Hotel will be on your right.

From South

Take Exit 79\* (Powhite Highway). Keep to the left and follow Powhite to Midlothian Turnpike (Route 60-West). Follow Midlothian Turnpike 2 miles to Koger Center Boulevard. Hotel will be on your right.

From East

Exit for 1-288 South to Route 60/ Midlothian Turnpike (East) Follow Midlothian Turnpike approximately 3 miles to Koger Center Boulevard. Hotel will be on left.

From West

Stay on 1-64 West. Follow signs to 1-95 (do not take 1-295N) Stay on 1-95 North to Powhite Parkway 195 (Exit 79\*). Follow Powhite Parkway to Midlothian Turnpike West (Route 60) for 2 miles to Koger Center Boulevard. Hotel will be on left.

\*POWHITE PARKWAY IS ALSO LISTED AS ROUTE 76 WHEN TRAVELING SOUTH OF THE JAMES RIVER

**Hotel Web Site: [RichmondMidlothian.DoubleTree.com](http://RichmondMidlothian.DoubleTree.com)**

Department of Virginia  
American Legion Family Leadership College  
2015 Agenda

As of 3/8/2015

Day	Time	Event	Where
<b>Friday</b>	12:00 - 9:00 PM	Registration	James River Foyer
	1:00 - 5:00 PM	ALEI Training	Shenandoah Ballroom
	5:00 - 7:00 PM	Dinner (On Your Own)	
	7:00 - 7:30 PM	Joint Opening	Shenandoah Ballroom
	7:30 - 8:30 PM	Leadership 101	Shenandoah Ballroom
	8:30 - 9:30 PM	Legislative	Shenandoah Ballroom
<b>Saturday</b>	6:15 - 7:45 AM	Breakfast	Parlor H
	7:00 AM - 3:00 PM	Registration	James River Foyer
<b>Auxiliary Track</b>	8:00 AM - 12:00 PM	Auxiliary Session	Parlor G
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 5:00 PM	Auxiliary Session	Parlor G
<b>SAL Track</b>	8:00 AM - 12:00 PM	SAL Session	New River
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 5:00 PM	SAL Session	New River
<b>National Legion LEAD Track</b>	8:00 AM - 10:00 AM	Post Operations and Management Development ( <b>Highly encouraged for all members to attend</b> )	Parlor C&D
	10:00 AM - 12:00 AM	Membership Development	Parlor C&D
	10:00 AM - 12:00 PM	Legion Riders	Parlors A & B
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 3:00 PM	MyLegion.org	Parlors A & B
	1:00 PM - 2:00 PM	Children and Youth	Parlor C&D
	2:00 PM - 3:00 PM	Post Reporting	Parlor C&D
	3:00 PM - 5:00 PM	Public Relations	Parlors A & B
	3:00 PM - 4:00 PM	VA&R / VAVS	Parlor C&D
	4:00 PM - 5:00 PM	Americanism	Parlor C&D

Department of Virginia  
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 2015 Agenda

As of 3/8/2015

<b>Day</b>	<b>Time</b>	<b>Event</b>	<b>Where</b>
<b>Day</b>	<b>Time</b>	<b>Event</b>	<b>Where</b>
<b>Saturday (Cont)</b>			
<b>Virginia Legion Programs Track</b>	8:00 AM - 10:00 AM	Post Operations and Management Development ( <b>Highly encourage all members to attend</b> )	Parlor C&D
	10:00 AM - 11:00 AM	Chaplain	Parlor E&F
	11:00 AM - 12:00 PM	Boys State Program	Parlor E&F
	12:00 PM - 1:00 PM	Lunch	Parlor H
	1:00 PM - 2:00 PM	History Program	Parlor E&F
	2:00 PM - 3:00 PM	Law & Order Committee/Jr Law Cadet	Parlor E&F
	3:00 PM - 4:00 PM	Oratorical Program	Parlor E&F
	4:00 - 5:00 PM	JROTC Drill Team / Jr Shooting Sports	Parlor E&F
<b>All</b>	5:00 PM - 7:00 PM	Dinner (On Your Own)	
<b>All</b>	7:00 - 9:00 PM	Open Session for Questions and Answers	Chesterfield
<b>Sunday</b>	6:30 - 8:30 AM	Breakfast (On Your Own)	
	6:00 AM - 12:00 Noon	College Office	Bon Air
	8:30 - 9:00 AM	Next Steps: Planning Calendar	Parlor C&D
	9:00 AM - 11:00 AM	Sunday Service / Graduation	Parlor C&D



# 2015 Virginia American Legion Family Leadership College Track Descriptions

## **American Legion Auxiliary Programs Track:**

The American Legion Auxiliary (ALA) Programs Track is conducted by the Director of the ALA Leadership College and her Leadership Team. This year's agenda will be entirely new and centered on the Four Pillars: Veterans Affairs & Rehabilitation, National Security, Americanism, and Children & Youth. There will be "hands-on" activities and plenty of interesting information shared, so plan on attending!

## **Sons of the American Legion Programs Track**

The Sons of the American Legion (SAL) Programs Track is conducted by the Director of the SAL Leadership College and covers the programs of the SAL. Topics are determined by the Director of the SAL Leadership College.

## **National Legion LEAD Track:**

### **MyLegion.org 2 hours**

Three separate discussions address the features of myLegion.org that are pertinent to members, post officers and district officers. Each discussion will provide examples, with screen-shots and detailed instructions. A special focus will be placed on the tools available in myLegion.org that can directly assist with district/post development and revitalization. Post and district officers that are currently not participating in myLegion.org are encouraged to attend. Access to the myLegion.org portal can be made during the session by filling out an application.

- Members Use of myLegion.org
- Connecting with Your American Legion
- Renew Online
- Post and District Officers
- Member Data Changes, Consolidated Post Report, Renewal Process
- Managing Electronic Lists for Post and Prospects
- Monitor Progress of Your Posts
- Managing Electronic Lists to Assist Posts and Acquire Prospects
- Networking with Other Post/District/Department Officers

# 2015 Virginia American Legion Family Leadership College Track Descriptions

## **Post Operations and Membership Development      4 hours**

Membership is the life blood of our organization. Without it, we cannot fulfill our duties of supporting our local communities through The American Legion's four pillars. Having informed post, district and department officers gives us the opportunity to meet these obligations for the organization at each level. This module will cover a vast array of items from basic membership eligibility guidelines to revitalizing a post or district, to developing members and preparing them for positions within the organizational structure.

- Post Officers Guide
- Post Adjutants Manual
- Post Officer Duties and Responsibilities
- Committees and Programs
- Common Administrative Actions
- Consolidated Post Reporting
- Developing Membership Teams at the Post and District Levels
- Eligibility and Outreach
- Membership

## **Public Relations      2 hours**

This module covers the basics of Public Relations as it applies to American Legion posts, districts and departments. Students will learn how to break their communications requirements into internal and external audiences and use community relations to enhance their communications and marketing strategies. We will also discuss how to develop relationships with local news media to enhance the possibility of getting your message broadcast or published. And students will discover how to find and use the many tools offered by national headquarters to enhance their public relations efforts.

- Designing a Public Relations Program
- Primary Functions of Public Relations
- Importance of "Image" and Community Perception to The American Legion
- The Decision Making Process for News Media
- Developing Relationships With Key Media Personnel
- Basic Challenges in Using Social Media
- Using Community Relations to Enhance Post Image, Outreach and Membership

The following Lessons will be covered by select Virginia Instructors

- Americanism Program - addressing the basic information on the Virginia Americanism program at the post level.
- Children & Youth Program - addressing the basic information on the Virginia Children & Youth program at the post level.
- Legion Riders Program - addressing the basic information on the organization and operation of the Virginia Legion Riders program.
- VA&R / VAVS Program - addressing the basic information on the Virginia Veterans Affairs & Rehabilitation program and the Veterans Affairs and Voluntary Services program.
- Post Reporting - addressing the required post level reports in Virginia.

## **2015 Virginia American Legion Family Leadership College Track Descriptions**

### **Virginia Legion Programs Track:**

The Virginia Legion Programs Track covers the basic/core programs of the Virginia American Legion. The following topics will be covered in one hour periods:

- Chaplain – addressing the role of American Legion Chaplain and basic information.
- Virginia American Legion Boys State – addressing the basic information to conduct a Boys State Program at the post level.
- History – addressing the role of a historian and the basic information to conduct a history program at the post level.
- Law & Order – addressing the basic information on a Law & Order program at the post level to include the Law Officer of the Year and the Virginia Junior Law Cadet program.
- Oratorical – addressing the basic information on the Virginia and National American Legion Oratorical Contest at the post level.
- Junior Reserve Officer Training Corps (JROTC) Drill Team / Junior Shooting Sports Program (JSSP) – addressing the basic information on the Virginia JROTC Drill Team and JSSP programs and contests at the post level.